

SWOT Analysis

Finding Strengths, Weaknesses,
Opportunities & Threats

EXPLAINED

A SWOT analysis is a strategic planning tool used to identify your organization's Strengths, Weaknesses, Opportunities, and Threats.

It helps your organization gain insights into their internal and external environments, enabling them to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate potential threats.

A SWOT analysis helps facilitate informed decision-making and strategic planning. Once you've completed a SWOT Analysis:

Analyze and Prioritize

- Complete the matrix as a whole. How can you use your strengths to capitalize on opportunities and counteract threats? How can you address your weaknesses?
- Determine which factors are most critical and should be addressed first.

Develop Action Plans

- Leverage strengths
- Improve weaknesses
- Exploit opportunities
- Mitigate threats

Review Regularly

SWOT analysis should be a living document. Review and update it regularly to ensure it reflects the current situation



Strengths

1. What do we do well?
2. What unique resources do we have?
3. What advantages do we have over competitors?



Weaknesses

1. Where can we improve?
2. What resources do we lack?
3. What are our competitors doing better than us?



Opportunities

1. What trends could we take advantage of?
2. Are there any changes in the market that could benefit us?
3. What external opportunities can we exploit?



Threats

1. What obstacles do we face?
2. Are there changes in the market or regulatory environment that could harm us?
3. What are our competitors doing that could be a threat to us?

Use the next slide to answer these questions in each of the corresponding 4 quadrants



<p> Strengths</p>	<p> Weaknesses</p>
<p> Opportunities</p>	<p> Threats</p> 

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